Topline

KFF Health Tracking Poll/
KFF Tracking Poll on Health Information and Trust

July 2025

KFF

METHODOLOGY

This *KFF Health Tracking Poll/KFF Tracking Poll on Health Information and Trust* was designed and analyzed by public opinion researchers at KFF. The survey was conducted July 8-14, 2025, online and by telephone among a nationally representative sample of 1,283 U.S. adults in English (*n=1,212*) and in Spanish (*n=71*). The sample includes 1,004 adults (*n=58* in Spanish) reached through the SSRS Opinion Panel either online (*n=979*) or over the phone (*n=25*). The SSRS Opinion Panel is a nationally representative probability-based panel where panel members are recruited randomly in one of two ways: (a) Through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS) provided by Marketing Systems Groups (MSG) through the U.S. Postal Service's Computerized Delivery Sequence (CDS); (b) from a dual-frame random digit dial (RDD) sample provided by MSG. For the online panel component, invitations were sent to panel members by email followed by up to three reminder emails.

Another 279 (*n=13* in Spanish) adults were reached through random digit dial telephone sample of prepaid cell phone numbers obtained through MSG. Phone numbers used for the prepaid cell phone component were randomly generated from a cell phone sampling frame with disproportionate stratification aimed at reaching Hispanic and non-Hispanic Black respondents. Stratification was based on incidence of the race/ethnicity groups within each frame. Among this prepaid cell phone component, 135 were interviewed by phone and 144 were invited to the web survey via short message service (SMS).

Respondents in the prepaid cell phone sample who were interviewed by phone received a $15 incentive via a check received by mail. Respondents in the prepaid cell phone sample reached via SMS received a $10 electronic gift card incentive. SSRS Opinion Panel respondents received a $5 electronic gift card incentive (some harder-to-reach groups received a $10 electronic gift card). In order to ensure data quality, cases were removed if they failed two or more quality checks: (1) attention check questions in the online version of the questionnaire, (2) had over 30% item non-response, or (3) had a length less than one quarter of the mean length by mode. Based on this criterion, 1 case was removed.

The combined cell phone and panel samples were weighted to match the sample's demographics to the national U.S. adult population using data from the Census Bureau's 2024 Current Population Survey (CPS), September 2023 Volunteering and Civic Life Supplement data from the CPS, and the 2025 KFF Benchmarking Survey with ABS and prepaid cell phone samples. The demographic variables included in weighting for the general population sample are gender, age, education, race/ethnicity, region, civic engagement, frequency of internet use, political party identification by race/ethnicity, and education. The weights account for differences in the probability of selection for each sample type (prepaid cell phone and panel). This includes adjustment for the sample design and geographic stratification of the cell phone sample, within household probability of selection, and the design of the panel-recruitment procedure.

The margin of sampling error including the design effect for the full sample is plus or minus 3 percentage points. Numbers of respondents and margins of sampling error for key subgroups are shown in the table below. For results based on other subgroups, the margin of sampling error may be higher. Sample sizes and margins of sampling error for other subgroups are available on request. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll. KFF public opinion and survey research is a charter member of the Transparency Initiative of the American Association for Public Opinion Research.

Group	N (unweighted)	M.O.S.E.
Total	1,283	± 3 percentage points
Party ID		
Democrats	439	± 6 percentage points
Independents	387	± 6 percentage points
Republicans	344	± 6 percentage points
MAGA Republicans	308	± 7 percentage points

Notes for reading the topline:
- Percentages may not always add up to 100 percent due to rounding.
- Values less than 0.5 percent are indicated by an asterisk (*).
- "Vol." indicates a response was volunteered by the respondent, not offered as an explicit choice.
- Questions are presented in the order asked; question numbers may not be sequential.
- No answer includes those who said 'Don't know' or refused to answer the question on the phone and those who skipped the question on the web.
- Question wording shown is for web mode; for some questions phone wording varied slightly.

Trended data prior to July 2022 were conducted using RDD methods. See footnotes for changes in question wording, and answer options when applicable. See previous methodology statements for differences in methodology for trended data.

All trended data come from KFF Health Tracking Polls.

KFF Health Tracking Poll/KFF Tracking Poll on Health Information and Trust (July 8-14, 2025)

AGE.   What is your age?
AGE2.   (ASK IF DON'T KNOW OR REFUSED AGE) Could you please tell me if you are between the ages of... (READ LIST)

RECAGE2 VARIABLE

	7/25
18-29	20
30-49	34
50-64	23
65+	22
No answer	*

READ/SHOW TO ALL: The first set of questions are about the tax and budget bill, also known as the "big beautiful bill" passed by Congress earlier this month and signed by President Trump.

Q1. How much, if anything, have you read or heard about the tax and budget bill, also known as the "big beautiful bill"?

	7/25	6/25[1]
A lot/Some (NET)	68	50
A lot	26	18
Some	43	32
A little/Nothing at all (NET)	32	50
A little	23	27
Nothing at all	9	23
No answer	*	-
	n=1,283	*n=1,321*

Q2. Overall, based on what you know, do you have a (favorable) or (unfavorable) opinion of the tax and budget bill, also known as the "big beautiful bill"? (ROTATE ITEMS IN PARENS 1-2/2-1)

	7/25	6/25
Favorable	36	35
Unfavorable	63	64
No answer	2	2
	n=1,283	*n=1,321*

Q3. Based on what you know about the tax and budget bill, do you think that it will generally (help), (hurt), or not make much difference for you and your family? (ROTATE ITEMS IN PARENS 1-2/2-1, ANCHOR OPTION 3)

	7/25	6/25
Help	26	17
Hurt	46	44
Will not make much difference	28	38
No answer	1	1
	n=1,283	*n=1,321*

READ/SHOW TO ALL: Switching topics…

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[1] *June 2025 question wording: "How much, if anything, have you read or heard about the tax and budget bill being discussed by Congress, also known as the "One Big Beautiful Bill Act"?*

CHILD. Are you the parent or guardian of any child under the age of 18 living in your household?

	7/25
Yes	31
No	69
No answer	-

COVERAGE. Are you covered by any form of health insurance or health plan or do you not have health insurance at this time?

	7/25
Covered by health insurance	92
Not covered by health insurance	8
No answer	*

AGECOV VARIABLE – *Indicates respondent insurance status*

Based on those ages 18 – 64

	7/25
Insured less than 65	90
Uninsured less than 65	10
	n=995

COVTYPE. Which of the following is your **main** source of health insurance coverage?

Based on those who are insured

	7/25
Plan through my or my spouse's employer	42
Plan I purchased myself	9
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	23
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	19
Plan through my parents/mother/father	4
Somewhere else (specify)	2
No answer	*
	n=1,160

Q4. Do you think delays and denials of health care services by health insurance companies are a major problem, a minor problem, or not a problem?

	7/25
Major/minor problem (NET)	94
Major problem	73
Minor problem	21
Not a problem	6
No answer	*

READ/SHOW TO ALL: Moving on to another topic... Prior authorization is a process in which a health insurance company requires the patient or health care provider to get approval from the insurance company before a patient can get a certain health care service, treatment, or medication.

Q5. In the past two years, has your health insurance company required you or your health care provider to get prior authorization before you could get a health care service, treatment, or medication that you needed?

Based on those who are insured

	7/25
Yes	51
No	41
Unsure	8
No answer	-
	n=1,160

Q6. Overall, how easy or difficult was it to navigate the process of getting prior approval for a health care service, treatment, or medication that you needed?

Based on those who have needed prior authorization

	7/25
Very/Somewhat easy (NET)	53
Very easy	13
Somewhat easy	40
Somewhat/Very difficult (NET)	47
Somewhat difficult	34
Very difficult	13
No answer	*
	n=628

Q7. In the past two years, has your health insurance company (INSERT ITEM) a health care service, treatment, or medication that you or your doctor requested? (RANDOMIZE ITEMS A-B)

Based on those who have needed prior authorization

	Yes	No	No answer	
a. delayed your ability to get				
7/25	48	52	-	*n=628*
b. denied coverage for				
7/25	43	57	-	*n=628*

Q7_ANY.

Based on those who have needed prior authorization

	7/25
Had coverage denied or delayed	58
Did not have coverage denied or delayed	42
	n=628

Q5/Q7 COMBO TABLE

Based on those who are insured

	7/25
Yes, insurance company required prior authorization in past two years	51
Delayed or denied services, treatment, or medication	29
Did not have service denied or delayed	21
No, insurance company didn't require prior authorization in past two years	41
Unsure if required prior authorization in past two years	8
No answer	-
	n=1,160

Q8. As you may have heard, Secretary of Health and Human Services Robert F. Kennedy, Jr. and Administrator of the Centers for Medicare & Medicaid Services Dr. Mehmet Oz announced a new voluntary initiative by health insurance companies to reduce the burden of prior authorizations. How much, if anything, have you heard about this announcement?

	7/25
A lot/Some (NET)	20
A lot	3
Some	17
A little/Nothing at all (NET)	80
A little	23
Nothing at all	56
No answer	-

Q9. As part of this initiative, health insurance companies promised to improve prior authorizations, including requiring them less often, speeding up the review process, and using clear language when communicating with patients. How likely, if at all, do you think it is that the health insurance companies will follow through on this voluntary initiative in a way that makes a difference for patients? (ROTATE 1-4/4-1)

	7/25
Very/Somewhat likely (NET)	39
Very likely	5
Somewhat likely	34
Not too/Not at all likely (NET)	60
Not too likely	44
Not at all likely	17
No answer	*

Q10-Q16 HELD FOR FUTURE RELEASE

READ/SHOW TO ALL: Now, onto another topic…

Q18. About how often do you use social media such as Facebook, X, Instagram, TikTok, YouTube, or similar sites or apps?

	7/25
Uses social media (NET)	94
Almost constantly	20
Several times a day	46
About once a day	13
Several times a week	7
Less often	8
Never	6
No answer	*

	7/25
Almost constantly	20
Several times a day/About once a day/Several times a week/Less often (NET)	75
Several times a day	46
About once a day	13
Several times a week	7
Less often	8
Never	6
No answer	*

Q17. In the last 12 months, have you used (INSERT ITEM)? (RANDOMIZE A-J)

	Yes	No	No answer
a. TikTok			
7/25	46	54	-
b. Facebook			
7/25	79	21	-
c. Instagram			
7/25	58	42	-
d. X, formerly known as Twitter			
7/25	31	69	*
e. YouTube			
7/25	91	9	*
f. Truth Social			
7/25	7	93	*
g. Reddit			
7/25	43	57	*
h. WhatsApp			
7/25	34	66	*
i. Snapchat			
7/25	29	71	*
j. Bluesky			
7/25	9	91	1

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Q19. In the past 30 days, have you seen information about (INSERT ITEM) on social media? (RANDOMIZE A-E)

Based on those who use social media

	Yes	No	No answer	
a. the tax and budget bill, also known as the "big beautiful bill"				
7/25	78	22	-	*n=1,215*
b. Medicaid[2]				
7/25	58	42	-	*n= 1,215*
c. the Affordable Care Act, or the ACA				
7/25	34	66	-	*n=1,215*
d. immigration				
7/25	85	15	-	*n=1,215*
e. the U.S. economy, including things like tariffs and inflation				
7/25	83	17	*	*n=1,215*

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[2] *Definition for Medicaid was read to phone respondents if necessary and shown to web respondents who hovered on the word. "Medicaid is the federal-state government health insurance for certain low-income adults and children and long-term care program for adults 65 and older and younger adults with disabilities."*

Q18/Q19 Combo table

	Yes	No	No answer	Does not use social media
a. the tax and budget bill, also known as the "big beautiful bill"				
7/25	73	21	-	6
b. Medicaid[3]				
7/25	54	40	-	6
c. the Affordable Care Act, or the ACA				
7/25	32	62	-	6
d. immigration				
7/25	80	14	-	6
e. the U.S. economy, including things like tariffs and inflation				
7/25	78	16	*	6

Q20. On which sites or apps have you seen information about the tax and budget bill, also known as the "big beautiful bill"? Please select all that apply.

Based on those who have seen information about the tax and budget bill on social media

	7/25
TikTok	30
Facebook	62
Instagram	30
X, formerly known as Twitter	25
YouTube	42
Truth Social	5
Reddit	15
WhatsApp	2
Snapchat	3
Bluesky	2
Other (please specify)	6
No answer	*
	n=930

Q19_A/Q20 Combo table

Based on those who use social media

	7/25
Have seen information on the tax and budget bill on social media	78
TikTok	23
Facebook	49
Instagram	24
X, formerly known as Twitter	19
YouTube	33
Truth Social	4
Reddit	11
WhatsApp	2
Snapchat	2
Bluesky	2
Other (please specify)	5
No answer	*
Haven't seen information on the tax and budget bill on social media	22
No answer	-
	n=1,215

Q21. Is the content you have seen on social media (mostly been in support of the tax and budget bill), (mostly been in opposition to the tax and budget bill), or a mix of both? (ROTATE 1-2/2-1, ANCHOR OPTION 3)

Based on those who have seen information about the tax and budget bill on social media

	7/25
Mostly been in support of the bill	11
Mostly been in opposition to the bill	47
A mix of both	41
No answer	*
	n=930

Q19_A/Q21 Combo table

Based on those who use social media

	7/25
Have seen information on the tax and budget bill on social media	78
Mostly been in support of the bill	9
Mostly been in opposition to the bill	37
A mix of both	32
No answer	*
Haven't seen information on the tax and budget bill on social media	22
No answer	-
	n=1,215

Q22. How helpful, if at all, would you say the content on social media has been in helping you understand what the tax and budget bill does? (ROTATE 1-4/4/1)

Based on those who have seen information about the tax and budget bill on social media

	7/25
Very/Somewhat helpful (NET)	62
Very helpful	16
Somewhat helpful	46
Not too/Not at all helpful (NET)	38
Not too helpful	27
Not at all helpful	11
No answer	-
	n=930

Q19_A/Q22 Combo table

Based on those who use social media

	7/25
Have seen information on the tax and budget bill on social media	78
Very/Somewhat helpful (NET)	48
Very helpful	13
Somewhat helpful	36
Not too/Not at all helpful (NET)	29
Not too helpful	21
Not at all helpful	8
No answer	-
Haven't seen information on the tax and budget bill on social media	22
No answer	-
	n=1,215

Q23-Q29 HELD FOR FUTURE RELEASE

Now (IF MODE=CATI: I/IF MODE=WEB: we) have a few questions we will use to describe the people who took part in our survey...

Q30 HELD FOR FUTURE RELEASE

Q31. In the past two years, have you needed any of the following services? Please select all that apply. (RANDOMIZE 1-7, ANCHOR 8) (OPTION 8 IS MUTUALLY EXCLUSIVE)

Based on those who are insured

	7/25
Surgery or hospitalization	21
Imaging services such as an x-ray, MRI, or CT scan	47
Specialty or very expensive prescription drugs	23
Specialty medical equipment, like diabetic supplies or CPAP machines	16
Care from a specialist like cardiologist or orthopedist	32
Specialized lab testing, such as genetic testing	12
Mental health services	21
None of these	31
No answer	-
	n=1,160

Q31_ANY.

Based on those who are insured

	7/25
Needed any services	69
Did not need services	31
No answer	-
	n=1,160

PARTY. In politics today, as of today, do you consider yourself a: (Republican), (Democrat), or an independent? (RANDOMIZE REPUBLICAN/DEMOCRAT)

	7/25
Republican	28
Democrat	27
Independent	34
Other Party	9
No answer	1

PARTYLEAN. As of today, do you lean more towards the (Republican) Party or the (Democratic) Party? (RANDOMIZE ITEMS IN SAME ORDER AS PARTY)

Based on those who are not Republican or Democrat

	7/25
Republican	26
Democratic	30
Neither/Other	43
No answer	1
	n=500

Summary PARTY and PARTYLEAN

	7/25
Republican/Lean Republican	40
Democrat/Lean Democrat	40
Pure Independent	13
Undesignated	6

Five-Point Party ID

	7/25
Democrat	27
Independent Lean Democrat	13
Independent/Don't lean	13
Independent Lean Republican	12
Republican	28
Undesignated	6

MAGA1. Do you consider yourself to be a supporter of the MAGA movement, that is the Make America Great Again movement?

Based on those who are Republican or lean Republican

	7/25
Yes	65
No	35
No answer	*
	n=476

RGENDER. (IF PHONE: Just to confirm,) Do you describe yourself as a man, a woman, or in some other way?

	7/25
Man	47
Woman	51
Some other way	1
No answer	*

TRANSVAR. Do you currently describe yourself as trans or transgender?

	7/25
Yes	2
No	98
No answer	*

LGBQ. Do you currently describe yourself as: (Select all that apply.)

	7/25
Lesbian or gay	3
Bisexual	5
Straight or heterosexual	89
I use another term	2
No answer	1

LGBTQ_TOT.

	7/25
LGBTQ+	10
Not LGBTQ+	90

EDUC. What is the highest level of school you have completed or the highest degree you have received?

	7/25
HS grad or less (NET)	38
Less than high school (Grades 1-8 or no formal schooling)	2
High school incomplete (Grades 9-11 or Grade 12 with no diploma)	7
High school graduate (Grade 12 with diploma or GED certificate)	29
Some college (NET)	26
Some college, no degree (includes some community college)	19
Two-year associate degree from a college or university	8
College grad+ (NET)	36
Four-year college or university degree/Bachelor's degree	20
Some postgraduate or professional schooling, no postgraduate degree	3
Postgraduate or professional degree, including master's, doctorate, medical or law degree	13
No answer	-

SHOW HISPANIC AND RACE ON SAME PAGE ON WEB

HISPANIC. Are you of Hispanic, Latino, or Spanish origin or descent, such as Mexican, Puerto Rican, or Cuban?

	7/25
Yes	18
No	82
No answer	*

RACE. What is your race? (Select all that apply.)

	7/25
White	75
Black or African American	14
Asian	7
American Indian	2
Alaska Native	*
Native Hawaiian	*
Pacific Islander	*
Some other race (Specify)	4
No answer	1

HISPANIC/RACE Combined- RACETHN

	7/25
White, Non-Hispanic	60
Black, Non-Hispanic	12
Asian, Non-Hispanic	6
American Indian/Alaskan Native, non-Hispanic	1
Native Hawaiian/Pacific Islander, non-Hispanic	*
Some other race, non-Hispanic	*
Hispanic	18
Multiple races, non-Hispanic	2
Race undetermined	1

NATIVITY. Were you born in the United States, or on the island of Puerto Rico or another U.S. territory, or in another country?

	7/25
U.S.	83
Puerto Rico	1
Another U.S. territory	*
Another country	15
No answer	*

INT5. About how often do you use the Internet?

	7/25
IF PHONE: Never	1
Almost constantly	44
Several times a day	44
About once a day	6
Several times a week	4
Less often	3
No answer	*

CE1. In the past 12 months, how often did you talk with any of your neighbors?

Asked among prepaid cell phone sample

	7/25
Basically every day	19
A few times a week	32
A few times a month	17
Once a month	8
Less than once a month	11
Not at all	13
No answer	1
	n=279

CE2. We are interested in volunteer activities for which people are not paid, except perhaps expenses. In the last 12 months, have you done any volunteer activities through or for an organization?

Asked among prepaid cell phone sample

	7/25
Yes	25
No	74
No answer	*
	n=279

HHADULTS. How many adults, age 18 and over, currently live in your household **including yourself?**

	7/25
1	17
2	53
3	20
4	8
5	2
6 or greater	1
No answer	*

PPD. Do you use a prepaid plan for your cellphone? Prepaid plans, also known as pay-as-you-go or no-contract phone, are plans where the user pays for a specific amount of data usage or minutes in advance.

Asked among SSRS Opinion Panel members

	7/25
Yes	8
No	92
No answer	-
	n=1,004

ZIPCODE. What is your zip code?

INCOME. Keeping in mind this is a completely confidential survey, last year – that is, in 2024 – what was your total family income from all sources, before taxes?

	7/25
Less than $20,000	11
$20,000 to less than $30,000	11
$30,000 to less than $40,000	8
$40,000 to less than $50,000	11
$50,000 to less than $75,000	14
$75,000 to less than $90,000	7
$90,000 to less than $100,000	7
$100,000 to less than $200,000	23
$200,000 or more	7
No answer	1

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